

# Environmentally Preferable Recycled Product Product Trade Show



#### CIWMB's 6th Annual Waste Tire Management Conference

This year's trade show is being held in conjunction with the CIWMB's 6th Annual Waste Tire Management Conference, the premier event to promote the exchange of information among all interested parties working on waste tire management issues.

The purpose of the Waste Tire Management Conference is to promote alternatives to landfill disposal of used and waste tires, to increase awareness of the Board's enforcement policies, and to provide a forum for the interactive discussion of solutions to the waste tire problem in California. Presenters and moderators will be selected from the experts and leaders in the public and private sectors to provide the most current, cutting edge information in the field.

Together the CIWMB's 6th Annual EPP & RCP Trade Show and Waste Tire Management Conference double the benefits of exhibiting at the show!



6th Annual

## Environmentally Preferable & Recycled Product Trade Show

he California Integrated Waste
Management Board (CIWMB) invites you to
its 6th Annual Environmentally Preferable
& Recycled Product Trade Show. The show
will take place in Ontario, California, at the
Ontario Convention Center on April 6–7,
2005. You may have noticed that we changed
our name to acknowledge the fact that our
show attracts many products and services
beyond strictly recycled-content products
(RCP) to include all environmentally
preferable products (EPP). While all EPP
suppliers should exhibit at this show,
this year we will pay special attention to
transportation products and services.

### Enormous Purchasing Power! All Under One Roof...

The Environmentally Preferable & Recycled Product Trade Show is a great venue to showcase and market your products to a large audience from the public and private sectors. This show is the only event that offers you the opportunity to sell your products and services to potential key buyers from the State, federal, local, and private organizations. You could spend a lifetime trying to get in to each of the offices to speak to the right person. We bring them all to you...at one place...at one time!

## We Supply the Resources You Need to Reach Your Ultimate Goal!

State-of-the-art exhibit and meeting space to showcase your products and services.

Two days of networking and interacting with your prospects.

Aggressive advertising in key industry publications, on websites, and on listserves.

More than 25,000 invitations to potential attendees in California and throughout the United States.

Educational seminars and special workshops.

Presentation stage to put your company in the spotlight.

Attendance is free and lunch is provided.



#### We Focus on One Thing-Your Success...

The focus is on you! Attendees will not be drawn away by other show activities. Workshops will be scheduled after Trade Show hours. To put your company in the spotlight, we have a presentation stage for you to demonstrate your products. At the 6th Annual Environmentally Preferable & Recycled Product Trade Show, the exhibitors are always the center of attention.

#### Marketing Campaign That Brings Buyers to Your Booth...

#### We attract key buyers to the Trade Show through...

Direct Mail: A hard-hitting direct mail campaign, including brochures sent to 25,000 government and industry professionals throughout the United States.

Advertising: Advertisements in leading publications, promotions at other events, articles, event calendars, press releases, newsletters, and presentations.

Sponsors: Companies known in the industry sponsor key events, adding credibility and promotional impact to each event.

Online: Comprehensive website information about the Trade Show, and online registration.

# Exhibitors had great things to say about the 5th Annual Recycled Product Trade Show...

Three-quarters said the show was an above-average or excellent success for them.

One-quarter received more than 40 sales leads; one-third received 20–40 sales leads; and another one-quarter received more than 10 sales leads.

One–third reported between \$10,000–\$50,000 in potential sales; another 15 percent reported more than \$50,000 in potential sales.

More than one-third made between \$10,000 – \$50,000 in actual sales from the 4th Annual Recycled Product Trade Show; 5 percent made more than \$50,000 in actual sales.

"I think this is one of the best shows and I look forward to many more shows."

#### What exhibitors liked most about the show:

Excellent networking and good contacts.

The professionalism, foot traffic, attendance, and diversity.

Show was well planned and very organized.

Opportunities to speak directly with CIWMB Board Members.

The exhibitor reception and show hours.

Attendance and interest of attendees.

"This is truly the best, most professional, and highly targeted show we have attended all year."





This is by far the most exhibitor-friendly exhibition that we attend. Add in the top quality attendees and it makes it a very pleasurable exhibition that we look forward to each year.

Ian Ballantyne, President, GatorWest Inc.

The CIWMB Recycled Product Trade
Show has been the best venue for exhibiting
our recycling containers. The attendees
appreciate the focus on only recycled
products and the CIWMB staff has been great
to work with. For us, it is the premier trade
show of the year.

Mitch Reid, President, Eco-Pop Designs





#### What our award winners had to say...



"The traffic was great. The people were very helpful and friendly. Our attendance at the show continues to make new friends and build new customer relationships."

Jeffrey Brown, Vice President, Rainbow Environmental Products

### Who Attends?

We reach out to thousands of buyers, managers, and decision-makers from all levels of government, universities, schools, fairs, and businesses of all sizes and shapes working in:

Transportation and fleet management.

Public works.

Construction and remodeling.

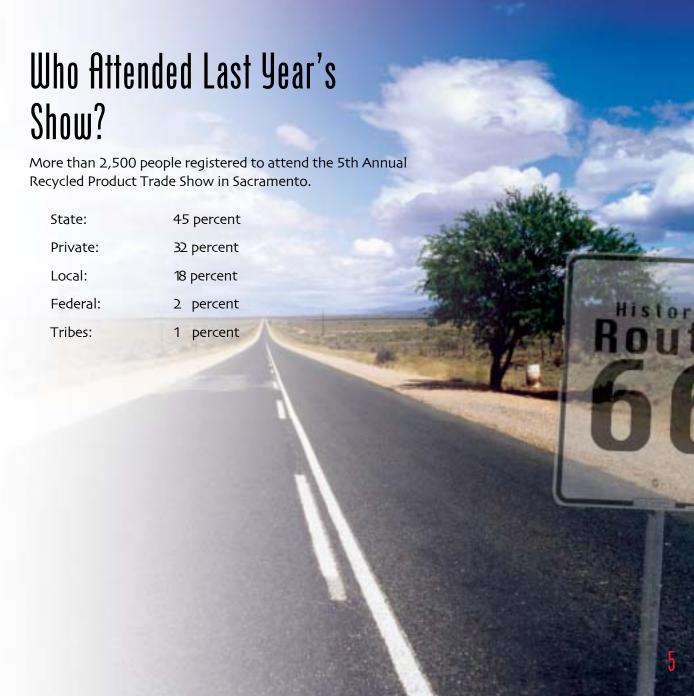
Architecture and design.

Facilities maintenance and management.

Recycling and solid waste management.

Environmental protection.

Urban planning.



#### 6th Annual Environmentally Preferable & Recycled Product Trade Show Ontario Convention Center, California

April 6-7, 2005



#### 6th Annual Environmentally Preferable & Recycled Product Trade Show

#### Exhibitor Registration Form Ontario Convention Center, California April 6-7, 2005

Company			
Contact person			
Mailing address			
City	State	Zip	
Phone	Fax		
E-mail			1
Website			10
			400000



Company Profile (please describe your company in 25 words or less):

Product/service description for show program (25 words or less):

#### Please check all that apply to your company:

Certified CA Small Business Enterprise (SBE)

Listed in CIWMB's Recycled-Content Product

Database (EPP/RCP)

Listed in CIWMB's RecycleStore Product

Directory (RS)

Certified CA Disabled Veterans Business Enterprise

CIWMB Recycling Market Development Zone

Loan Recipient (RMDZ)

CIWMB 2004 Waste Reduction Awards

Program (WRAP) Winner

#### **Attend the Exhibitor Reception!**

Yes \_\_\_\_\_# of staff will be attending the Exhibitor Reception on Wednesday, April 6, from 3:30-5:30 p.m.

#### **Prize Donations:**

Yes, I would like to donate an EPP or RCP for a GRAND PRIZE drawing. (Minimum value of \$250) Yes, I would like to donate an EPP or RCP to be given away at the Trade Show through drawings held throughout the show. (Minimum value of \$100)

#### **Sponsorship Opportunities:**

Yes, I would like to be a trade show sponsor:

Partner sponsor — \$50,000

porisor — 550,000

Diamond sponsor—\$25,000

Platinum sponsor—\$10,000

Gold sponsor—\$5,000

Silver sponsor — \$2,500

Bronze sponsor — \$1,000

Yes! I would like to be an exclusive sponsor for:

Lu<mark>nch</mark>— \$10,000 per day

Exhibitor reception — \$5,000

Show program—\$10,000

Parking — \$5,000

Show tote bags—\$10,000

Presentation stage - \$2,500

Booth Space Preference: (cho	ose booth number from	floor plan) #1 #2_	#3 #4	_
If paid by January 30, 2005:		# of Standard booths	x \$ 850=	\$
		# of Corner booths	x \$ 950=	+ \$
		# of Premium booths	x \$1,050=	+ \$
Take \$250 offeach additional b	ooth	# of additional booths	x \$ 250 =	-5
(second, third, etc.)				F
Take 50% off if you are a nonp	rofit 501(c)(3), or state	or local government:		- \$
If paid after January 30, add \$15		# of booths	x \$ 150=	+ \$
in paid direct satisfactly 30, and \$12	o per bootin	" or booking	^ 7 150	· P
		Воо	th Cost Total	= \$
Booth Staff:				
Booth staff registration forms Lunch is included with your bo			cket.	
Additional meals can be purch	-		# of lunches @ \$15	= \$
Advertising:				Γ
Yes! I would like a live linl Yes! I would like to place a Note: 50 percent discount off	an advertisement in the	trade show program.	rations!	
	One-Color (black	) Two-Color (black	k & vellow)	
Inside front cover	\$1,500	\$1,750	. a gonow)	
Inside holit cover	\$1,500 \$1,500	\$1,750 \$1,750		
Full-page ad	\$1,000 \$1,000	\$1,250		
Half-page ad	\$ 500	\$ 750		
Quarter-page ad	\$ 250	\$ 500		
Qualter page ad	7 230	7 300		
Presentation Stage: Cost is \$200 per 20-minute ses	sion.	\$200 x # of	f 20-minute sessions	= \$
Payment Information and To	tals:			
, and the second second			Sponsorship:	\$
			Booth cost:	\$
		Booth staff/a	dditional meals:	\$
		Advertising/live	link on website:	\$
		Advertising/trade	show program:	\$
		Pres	sentation stage:	\$
			total costs:	<
		Approved	total costs.	7
Method of Payment: You must be registered. NOTICE: this is a bin Preferable & Recycled Product Trac person formally enrolled in the Tra Yes! I accept the terms list	ding agreement which r le Show for the person l de Show and liable for a	eserves exhibit space in isted. Upon receipt of thing costs incurred for col	<mark>the 6th</mark> Annual E <mark>nvi</mark> r iis form, CSUS will co	onmentally
Please select payment optic Check enclosed (payable to Credit card:Visa charge will appear as CSU: Card#	o CSUS/CIWMB Trade S MasterCard (Note S).	e: American Express not a	xp. Date	sterCard
Cardholder name		Signature_		
Cancellation/Refund Policy: less a 久5 processing fee.No refun shows.				
Send your registration and p	ayment to:			
6 <sup>th</sup> Annual Environmental		Product Trade Show		
c/o California State Unive	rsity, Sacramento (CSUS			
3000 State University Dri				
Sacramento, CA 95819-610				
Phone: (916) 278-4433, Fa	x: (916) 278-4865			

**OR register online at:** www.ciwmb.ca.gov/BuyRecycled/Events/TradeShow/

#### "Attendees Also Value The Show..."

Two-thirds of attendees have purchased products from prior trade show exhibitors.

Three-fourths of attendees will purchase products from 5th show exhibitors.

Attendees are buying millions of dollars of products from Trade Show exhibitors throughout the year.

#### What Attendees Liked Best About the Show:

Presentation stage, new products, and vendors.

Being able to speak with the sales personnel and management of companies at their booths.

Networking connections, product samples, and innovative ideas.

Cutting edge technology and product development.

Seeing businesses succeed in developing new products.

#### **Exclusive Benefits for Exhibitors.**

Exhibitor reception, where you can meet Board executives and other public officials.

Personally meet hundreds of government and private sector officials.

Generate high-quality contacts at the lowest possible cost.

50 percent discount on any advertisement in the show program (for the first 25 registered exhibitors).

Listing in the trade show program featuring your company's contact and product information.

Listing on the Trade Show website.

Listing in the CIWMB nationally recognized Recycled Content Product Database: www.ciwmb.ca.gov/RCP/.

Build your sales pipeline and network with other RCP & EPP suppliers and buyers.

Booth awards.

Lunch for two staff for both days.

# Register Now and Save Money...

#### **Exhibit Booth Includes:**

Fully furnished  $10' \times 10'$  space

6' draped table

Pipe and drape

Two chairs

Carpeting

One-line booth ID sign

(7" x 44")

Electricity (500 W/120 V.

duplex)

Space assignment is on a first-come, first-served basis according to the date your payment is received. Priority will be given to companies that exhibited at prior trade shows and to those reserving multiple spaces. (See registration form on page 7.)

Booth prices if paid in full by January 30, 2005 (refer to floor plan for booth locations):

Standard \$850

Corner \$950

Premium \$1,050

Add \$150 per booth if paid after January 30, 2005.

Take \$250 offsecond and third booths, if you are a private entity.

Take 50 percent off if you are a nonprofit 501(c)(3) organization or a State or local government agency.

Booth reservations will not be confirmed until receipt of full payment by March 1, 2005; otherwise, booth space may be sold to other companies on the waiting list.

Sponsorship puts your name in front and on top

## Be A Sponsor...

Our goal is to increase the supply and purchase of EPPs and RCPs. You can help us attain this goal through your sponsorship. With more than 100,000 people being exposed to our trade show promotional pieces, your sponsorship will pay huge dividends. You will be recognized in printed materials, ads, e-mail, industry publications, listserves, websites, before, during, and after the Trade Show.



If found the Recycled Product Trade Show to be a wonderful opportunity for networking and spreading the word as to why growing the recycled products business is important for our future.

Lisa Turner, Assistant to the CEO, Patagonia

Hamilton Manufacturing is very pleased with the California Integrated Waste Management Board and the help we have received before, during, and after the 5th Annual Recycled Product Trade Show. The show was very beneficial to the company and we continue to work with leads received from the show. We look forward to the next show coming up.



Christy Hamilton-Eames, CEO, Hamilton Manufacturing



#### What Last Year's Sponsors Had To Say...

The fact that everyone who is anyone attends this show makes us come back each year. We've been coming to the Recycled Product Trade Show for a few years now, so we've been exhibiting long enough to know many of the attendees. All of the attendees have great knowledge and are very helpful to our business as they provide us with the latest market information to make decisions. Attendance at this show is a crucial component of our marketing plan.

Paul Rycus, Vice President, Recycle Free, Inc.



## Sponsor Benefits...

#### **ALL Sponsors Receive:**

Prominent listing in Trade Show program and website.

Sponsor-level posters with company listing throughout the show floor and entrance.

Sponsorship recognition announced from center stage and at the exhibitor reception.

Pre-registration opportunity for the 7th Annual Environmentally Preferable & Recycled Product Trade Show.

#### PARTNER Sponsor (\$50,000) also receives:

Active involvement in creation of this Trade Show.

Use of the Trade Show logo for one year.

Logo on all Trade Show publications and advertisements for this show.

Logo on Trade Show home page and sponsor page, with a live link to your company website.

One item pre-stuffed in the show tote bags.

Six full registrations to CIWMB's 6th Annual Waste Tire Conference.

 $10' \times 30'$  booth space (that's three spaces!).

2-page, 2-color advertisement in show program.

60 minutes on the presentation stage (can be split into two or three sessions).

Recognition and invitation to present at Buy Recycled Quarterly Meetings.

Sponsorship recognition at a Board Meeting.

#### DIAMOND Sponsor (\$25,000) also receives:

Use of the Trade Show logo for one year.

Logo on all Trade Show publications and advertisements for this show.

Logo on Trade Show home page and sponsor page, with a live link to your company website.

Four full registrations to the 6th Annual Waste Tire Conference.

10' x 20' booth space (that's two spaces!).

Full-page, 2-color advertisement in show program.

60 minutes on the Presentation Stage (can be split into two or three sessions).

Recognition and invitation to present at Buy Recycled Quarterly Meetings.

Sponsorship recognition at a Board Meeting.

#### PLATINUM Sponsor (\$10,000) also receives

Logo on all printed publications and advertisements for this show.

Two full registrations to the 6th Annual Waste Tire Conference.

10' x 20' booth space (that's two spaces!)

Full-page, 2-color advertisement in show program.

40 minutes on the Presentation Stage (can be split into two sessions).

Recognition and invitation to present at Buy Recycled Quarterly Meetings.

#### GOLD Sponsor (\$5,000) also receives:

Logo in all printed publications for this show.

 $10' \times 20'$  booth space (that's two spaces!).

Full-page, 2-color advertisement in show program.

40 minutes on the Presentation Stage (can be split into two sessions).

#### SILVER Sponsor (\$2,500) also receives:

Company listing on all printed publications for this show.

10' x 10' booth space.

Half-page, 2-color advertisement in show program.

20 minutes on the Presentation Stage.

#### BRONZE Sponsor (\$1,000) also receives:

Company listing on all printed publications for this show.

25 percent discount off first booth space.

Quarter-page, 1-color advertisement in show program.

20 minutes on the Presentation Stage.



Put Your Company In The Spotlight!

## Advertise in the Trade Show Program

Take advantage of another low-cost opportunity to increase your company's exposure at the show! Here's why...

Program is distributed to more than 2,500 attendees.

Get your company's name, logo, products, and services into the hands of potential customers.

Program is used as an ordering catalogue by show attendees throughout the year.

Program is used in "Buy Recycled" training sessions throughout the state throughout the year.

Program is distributed to State and local buyers who missed the show.

	One color	Two color	
	(black)	(black & yellow)	
Inside Front Cover	\$1,500	\$1,750	
Inside Back Cover	\$1,500	\$1,750	
Full-page ad	\$1,000	\$1,250	
Half-page ad	\$ 500	\$ 750	
Quarter-page ad	\$ 250	\$ 500	

## Presentation Stage Exposure!

Again this year, we will have a presentation stage located in the exhibit hall! This is a great opportunity to give live presentations and product demonstrations to a captive audience. Schedule it now and invite your customers to come see you "on stage!" Stage times will be assigned and posted on the Trade Show floor, in the show program, and on the website.

Cost is \$200 per 20-minute session.

## SCHEDULE:

Tuesday, April 5, 2005

1100 a.m.-7:00 p.m.

Move-In

Exhibitor registration

and setup

Lunch

Lunch

Wednesday, April 6, 2005

9:00 a.m.-3:00 p.m.

**Event-Day One** 

Attendee registration and

exhibit hall open

12:00 noon-1:30 p.m.

3:00 p.m.

3:30-5:30 p.m.

Exhibit hall closes

Exhibitor reception

Thursday, April 7, 2005

9:00 a.m.-3:00 p.m.

**Event—Day Two** 

Attendee registration and

exhibit hall open

12:00 noon-1:30 p.m.

3:00 p.m.

Exhibit hall closes



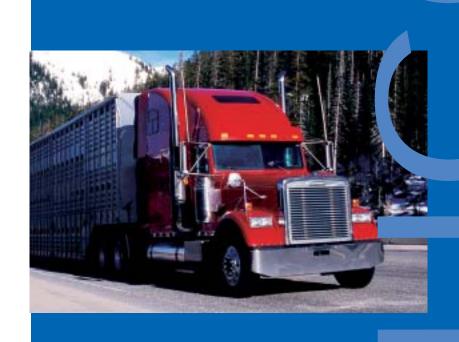


## ACCOMMODATIONS:

A block of rooms with special conference rates has been reserved at several local hotels. When you contact these hotels, be sure to identify yourself as a registered exhibitor for the 6th Annual Environmentally Preferable & Recycled Product Trade Show. For additional information on hotels, please visit us at: <a href="https://www.ciwmb.ca.gov/BuyRecycled/Events/TradeShow/">www.ciwmb.ca.gov/BuyRecycled/Events/TradeShow/</a>.



We Focus On One Thing... Your Success!





Attn: Jerry Hart (MS-12) 6th Annual Environmentally Preferable & Recycled Product Trade Show California Integrated Waste Management Board P.O. Box 4025 Sacramento, CA 95812-4025

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